

ANDREW PLATT

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EDUCATION

University of Pittsburgh Bachelor of Arts; 2009: **Media and Professional Communications Certificate**; 2009: **Digital Media**

Relevant Courses:

Visual Literacy	Motion Picture Fundamentals
Documentary Film	Mass Communication Processes
Mass Media Law	Journalism and Non-Fiction Writing
Video Production	Photoshop Foundations
Media Criticism	Media and Consumer Culture
Public Speaking	Foundations of Design

The College of Wooster Course work in political science and English

INTERSHIPS

WTAE-TV Commercial Production Department; Marketing and Production Intern; Fall 2009

- Participated in brainstorming sessions with superiors and clients.
- Independently wrote and developed scripts for television commercials based on clients' wishes.
- Directed cameraman and talent for on location and studio productions.
- Managed final cut editing sessions.

GIVE Water; Marketing and Sales Intern; Summer 2008

- Developed and implemented a brand ambassador program with students at several universities.
- Promoted and sold to beverage representatives to expand product distribution to more cities.
- Planned and facilitated several highly successful cross-promotional events.
- Utilized social networking sites, such as Facebook and Ning, to promote brand awareness.

Pittsburgh Symphony Orchestra; Marketing and Production Intern; Summer 2005

- Managed production of the 2006 PSO Season Guide.
- Independently designed a more efficient and visually stimulating page layout.
- Negotiated printing costs with Pittsburgh based printing companies.
- Reduced the overall production cost for the season guide by over 70% by decreasing page size, switching to recycled paper, and relocating content online.

INDEPENDENT PROJECTS

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|------------------------|---------------------|------------------------|
| • Branding a Band | Fall 2009 – Present | Digital Media Producer |
| • Digital Look Book | March 2010 | Digital Media Producer |
| • Surefire Productions | Jan 2010 – Jan 2011 | Resident Photographer |

EMPLOYMENT

Cole Haan; Stock Manager; February 2007 – October 2008

- Managed stock and oversaw all storewide inventory checks.
- Received, processed, and organized product shipments.

Cole Haan; Sales Associate; March 2005 – February 2007

- Provided superior customer service.
- Maintained extensive client books to establish significant repeat business.
- Memorized detailed product descriptions to share with clients.